US App. Serial No. 10/581,315
Response to OA mailed 21 March 2011

II. CLAIMS

1. – 36. (Cancelled)

37. (Currently Amended) A method comprising:

comparing a previously recorded activity to an ongoing activity using a measurement device by performing the steps of:

loading previously recorded measurement data of a virtual friend relating to a previous activity into a memory of the measurement device, the previously recorded measurement data comprising a plurality of consecutive measurement point sets on a route, each set including a heart rate measurement, a time stamp, a GPS position measurement and an altitude measurement;

comparing, during anthe ongoing activity, the previously recorded measurement data in the memory to current measurement data measured with the measurement device; and

using a feedback means of the measurement device to provideing a user of the measurement device with a feedback in response to the comparison, said providing a user with a feedback comprising:

continuously measuring the ongoing activity with the measurement device, and providing the user of the measurement device with feedback at the same time, and

indicating how much the user of the measurement device has been fallen below compared with the previously recorded measurement data of the virtual friend on said route.

38. (Previously Presented) The method according to claim 37, wherein said previously recorded measurement data of the virtual friend comprises measurement data having been recorded by the user earlier using his/her own measurement device or measurement data having been recorded by someone else using his/her own measurement device.

39. (Previously Presented) The method according to claim 37, wherein the plurality of

2